AMENDMENT TO THE SPECIFICATION

Please amend the Specification as follows:

Paragraph 0031:

As discussed in greater detail below, Web service provider 22 contracts with client 20 generally to plan, negotiate, schedule, track and bill for a Web advertising campaign. Web service provider 22 may be, for example, an Internet Service Provider, such as ~~America Online, Inc.~~ AMERICA ONLINE, INC., an on-line consumer and business services company, such as ~~Yahoo! Inc.~~ YAHOO! INC., or an Internet advertising company, such as ~~DoubleClick, Inc~~ DOUBLECLICK, INC.

Paragraph 0033:

Prior to initiating the campaign, the client 20 and the service provider 22 discuss and negotiate a sales or advertising contract. The advertising contract contains one or more individual lines. Each line is associated with a Reach and Frequency (RF) group (although, in certain embodiments, a hybrid contract may exist wherein certain lines are associated with an RF group, while other lines are associated with other revenue recognition methods, such as CPI or CPC, as discussed above). As such, each line specifies a particular ad to be run and any one or more advertising characteristics. For example, the line may specify the Web page or pages or the Web property or properties on which the ad may run. Alternatively, the Web pages or properties on which the ad will run are not predetermined. A Web property may be a Web page or group of Web pages associated by a single trade name or similar logical commercial grouping, such as, for example, those Web pages associated with ~~Yahoo! Shopping~~ YAHOO! SHOPPING, ~~Yahoo! Sports~~ YAHOO! SPORTS and ~~Yahoo! Finance~~ YAHOO! FINANCE, or a Web property may be a particular Web page or site associated as part of an advertising network, such as that offered by ~~DoubleClick, Inc~~ DOUBLECLICK, INC.

2

Paragraph 0102:

     As audience members 40 access or visit certain Web pages, Logging and Statistics Server 340 collects certain information regarding the visits. By way of non-limiting example, collected information can include the date and time of a visit, what Web pages and/or ads were viewed, and information regarding the audience member 40 such as a ~~Yahoo!~~ YAHOO! ID, if available and information from a "cookie" located on the computer of the audience member 40. If a particular audience member 40 is a registered user, having, for example, a ~~Yahoo!~~ YAHOO! ID, information from a Registration database related to the ID may be added to the Information Management Server 320. This information can include, by way of example, gender, and demographic area, country and/or Designated Market Area ("DMA"). For audience members 40 who are not registered, the Inventory management Server 320 performs an estimate or extrapolation by, for example, assuming that the various parameters of user information for unregistered users will exist in the same proportion as that of registered audience members 40. For example, if 30% of the registered users within a region or DMA are older than 40 years of age, for the purpose of these calculations, the Inventory Management Server 320 will assume that 30% of the unregistered users within that certain region or DMA are also older than 40 years of age.